



www.komonews.com

KOMO
140 Fourth Ave N
Seattle, WA 98109
(206)404-4000

CONTRACT

<u>Contract / Revision</u> 193313 /		<u>Alt Order #</u>
<u>Product</u> Initiative 502		
<u>Contract Dates</u> 10/29/12 - 11/06/12		<u>Estimate #</u> 11527
<u>Advertiser</u> New Approach Washington		<u>Original Date / Revision</u> 08/07/12 / 08/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOMO	<u>Account Executive</u> Troy Hill	<u>Sales Office</u> Seattle Local Bl
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Media Strategies & Research
Attention: Rachael Beale
11350 Random Hills Rd Ste 670
Fairfax, VA 22030

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOMO	10/29/12	11/06/12	M-F KOMO 4 NEWS	5-6A		:30			NM	7	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5				
	Week:	11/05/12	11/11/12	11-----				2				
N 2	KOMO	10/29/12	11/06/12	M-F KOMO 4 NEWS	6-7A		:30			NM	14	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	22222--				10				
	Week:	11/05/12	11/11/12	22-----				4				
N 3	KOMO	10/29/12	11/06/12	GMA	7-9A		:30			NM	16	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	22222--				10				
	Week:	11/05/12	11/11/12	33-----				6				
N 4	KOMO	10/29/12	11/06/12	Live With Kelly	9-10A		:30			NM	5	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	1-111--				4				
	Week:	11/05/12	11/11/12	1-----				1				
N 5	KOMO	10/29/12	11/05/12	The View	10a-11a		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11--1--				3				
	Week:	11/05/12	11/11/12	1-----				1				
N 6	KOMO	10/31/12	10/31/12	M-F 11-12P News	11-12P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1				
N 7	KOMO	11/01/12	11/01/12	M-F The Doctors	2-3P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---1---				1				
N 8	KOMO	10/29/12	11/05/12	M-F Dr. Oz	3-4P		:30			NM	12	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	22222--				10				
	Week:	11/05/12	11/11/12	2-----				2				

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Fisher Broadcasting stations do not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Initiative 502	11527

Advertiser	Original Date / Revision
New Approach Washingt	08/07/12 / 08/07/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	KOMO	10/29/12	11/05/12	M-F KOMO 4 NEWS	4-5P		:30			NM	10	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	21212--				8				
	Week:	11/05/12	11/11/12	2-----				2				
N 10	KOMO	10/29/12	11/05/12	M-F 5-530P News	5-530P		:30			NM	6	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5				
	Week:	11/05/12	11/11/12	1-----				1				
N 11	KOMO	10/29/12	11/05/12	M-F 6-7P News	6-7P		:30			NM	9	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	12121--				7				
	Week:	11/05/12	11/11/12	2-----				2				
N 12	KOMO	11/04/12	11/04/12	SUN 5-530	5P-530P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1				
N 13	KOMO	11/04/12	11/04/12	SUN 6-7P NEWS	6-7P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1				
N 14	KOMO	10/29/12	11/05/12	M-F Wheel	7-730P		:30			NM	6	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5				
	Week:	11/05/12	11/11/12	1-----				1				
N 15	KOMO	10/29/12	11/05/12	M-F Jeopardy	730-8P		:30			NM	6	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	11111--				5				
	Week:	11/05/12	11/11/12	1-----				1				
N 16	KOMO	11/05/12	11/05/12	Dancing with the Stars	8-10P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	1-----				1				
N 17	KOMO	10/30/12	10/30/12	Dancing w/The Stars: The Re	8-9P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-1-----				1				
N 18	KOMO	10/31/12	10/31/12	Modern Family/Neighbors	9-10P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--1----				1				
N 19	KOMO	11/01/12	11/01/12	Grey's Anatomy	9-10P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---1---				1				
N 20	KOMO	11/02/12	11/02/12	20/20	10-11P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	----1--				1				
N 21	KOMO	11/03/12	11/03/12	Jeopardy	930p-10p		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1-				1				
N 22	KOMO	11/04/12	11/04/12	Once Upon A Time	8-9P		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----1				1				
N 23	KOMO	10/29/12	11/05/12	M-SUN Late News	11-1135P		:30			NM	7	

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11111-1				6				
		Week: 11/05/12	11/11/12	1-----				1				
N 24	KOMO	11/02/12	11/02/12	Jimmy Kimmel	1205-107A		:30			NM	1	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	----1--				1				
N 25	KOMO	10/29/12	11/05/12	Nightline	1135P-1205A		:30			NM	4	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	11-1---				3				
		Week: 11/05/12	11/11/12	1-----				1				
Totals											118	\$309,100.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	118	\$309,100.00	\$262,735.00
Totals	118	\$309,100.00	\$262,735.00

Signature: _____ **Date:** _____

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Hill, Troy

Subject: FW: PB-17 for New Approach

From: Rachael Beale [<mailto:Rachael@mediastrategies.com>]
Sent: Wednesday, August 08, 2012 6:21 AM
To: Hill, Troy
Subject: RE: PB-17 for New Approach

NAB forms are required for issues of national importance. New Approach WA is not an issue of national importance, therefore no NABs have been sent out.

From: Hill, Troy [<mailto:THill@komotv.com>]
Sent: Tuesday, August 07, 2012 8:10 PM
To: Rachael Beale
Subject: PB-17 for New Approach

Hello Rachael

I believe I've archived all PB-17 forms that come to me electronically and I don't have any for the New Approach schedules. The one that starts tomorrow is urgent, as our Political File Keeper, aka Dee, is informing me that we don't have it.

PB-17's are required for both candidates and non-candidate/issue advertising. I know you have your system in place there and would imagine something can be sent easily enough.


Please advise on that so I know what to tell Dee.

Thank you Rachael

Troy



KOMO 4 Television Political Inquiry Form

Date of Inquiry 7/24 Time 2:45p Rcvd by MWY
Candidate/Issue Initiative 502 Yes on 502
Party — Office Sought — 
Committee name New Approach Washington
Affiliation of Caller Agency
Committee Address 1914 N 34TH ST
Suite 409 Seattle 98103
Phone 206 633 2012 Fax _____
e-mail campaign@newapproachwa.org
Advertising Agency Media Strategies
Agency Contact Rachael Beale
Address of Agency 11350 Random Hills Rd
Suite 670 Fairfax VA 22030
Phone _____ Fax _____
e-mail Rachael@mediastategies.com
Information sent 7/24 4:30p
Sent by: Fax _____ Mail _____ Hand delivery _____ e-mail X